

## **PANEL 3**

### **Company Initiatives and Outreach**

This panel will provide information on outreach by companies through philanthropic ventures, partnerships in education and prescription drug assistance programs.

#### Panelists

Andrea Jackson, Associate Director of State Government Affairs, Genentech

Peggy Kraus, Senior Manager of Communications, Amgen – Fremont

Helyn Dahle, Associate Director, Patient Advocacy & Community Relations,  
Cell Genesys

## **Biographies**

### **Panel 3**

#### **Andrea Jackson**

Andrea Jackson is Associate Director of State Government Affairs for Genentech, Inc. of South San Francisco. In that role, she is responsible for overseeing the biotechnology company's lobbying activities in California, Ohio, Missouri, Kentucky and Pennsylvania, and assisting with lobbying activities and priorities in the other 45 states.

Prior to joining Genentech, Andrea was the Chief of Staff for California State Assemblymember Darrell Steinberg, former Chair of the Assembly Appropriations, Budget and Judiciary Committees. While there, she was responsible for all facets of the state legislative office including policy development, strategic planning, media, budgeting, and staff management. She was instrumental in developing a statewide program to treat people who are mentally ill resulting in the successful Proposition 63 on the November 2004 ballot, a measure that provides access to mental health care for uninsured adults and children. Prior to this, Andrea managed Mr. Steinberg's successful campaign for the Assembly, and worked as his district director at the Sacramento City Council for six years. There, she helped create Sacramento START, a literacy-based after school program now serving more than 4,000 Sacramento children.

Andrea's public policy career spans nearly 15 years in state and local government working on a variety of issues including the state budget, mental health, health care, local government finance, regionalism, and housing.

She began her career teaching high school English. Andrea has a Bachelor's Degree in English Literature.

#### **Peggy Kraus**

Peggy Kraus is currently Senior Manager Corporate Communications for Amgen, Inc. in the Fremont facility. She is an accomplished communications professional with more than 25 years of experience in communications and public relations. She has worked for noted public relations agencies Hill and Knowlton and Fleishman-Hillard, specializing in healthcare, as well as for hospitals and healthcare organizations such as Northwestern Memorial Hospital in Chicago and Baylor University Medical Center in Dallas. Prior to joining Amgen, Peggy was the Director of Communications and Media for the American Academy of Ophthalmology in San Francisco, leading communication efforts in both the San Francisco and Washington D.C. offices. In that role, Peggy managed media relations, coordinated the development of scientific publications, and served as executive editor of the Academy's Web site. Peggy holds a BA in Journalism from Marquette University.

**Helyn Dahle**

Helyn Dahle is the Associate Director of Patient Advocacy and Community Relations at Cell Genesys, a South San Francisco based Biotechnology Company focused on the development and commercialization of novel biological therapies for patients with cancer. The company has manufacturing facilities in Hayward and a distribution center in Memphis, Tennessee. Helyn is responsible for all of the company's community outreach programs in the communities where Cell Genesys operates as well as outreach to the very active national patient advocacy groups working on behalf of prostate cancer patients. Helyn serves on the Board of Directors of the South San Francisco Chamber of Commerce, the Hayward Chamber of Commerce, and the BayBio Institute and is a member of the San Mateo County Workforce Investment Board.

# THE IMPACT OF THE BIOTECHNOLOGY INDUSTRY ON LOCAL ECONOMIES

Andrea Jackson, Assoc. Director, State Government Affairs



*Joint Hearing of the Assembly and  
Senate Select Committees on  
Biotechnology*

October, 29, 2007

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## COMMITMENT TO PATIENT ACCESS

- Single Point of Contact (SPOC)
- Genentech Access to Care Foundation (GACF)
- Co-Pay Assistance



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# SPOC



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## Commitment to Quality Service

**Genentech is committed to providing access to our products regardless of a patient's ability to pay.**

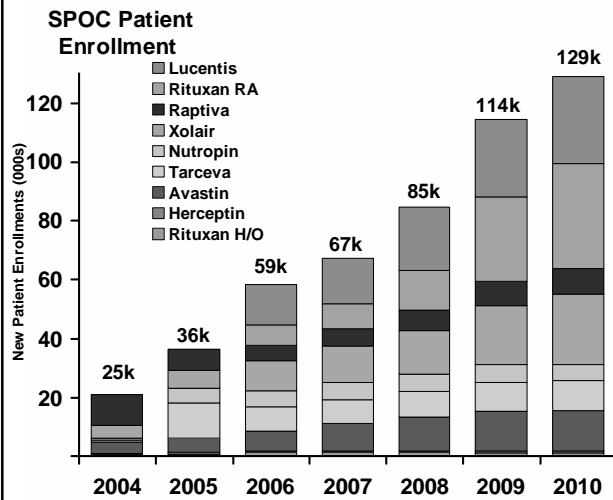
### **Live, highly-skilled telephone personnel are available to:**

- Manage geographically-based account assignments
- Work quickly to address reimbursement questions in real-time
- Streamline the enrollment process

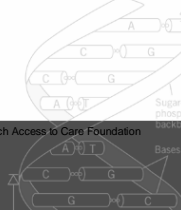


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## SPOC Patient Volume



- Predominantly in-house model includes supporting benefit investigations, prior authorizations, appeals support
- Triage patients to financial support programs (GATCF and Co-Pay)
- Ten years of experience across multiple therapeutic areas
- Achieves high approval rates: e.g., 97% approval for Tarceva patients
- Fast turnaround: 70% of Lucentis benefit investigations for complete cases finalized within 3 hours



GATCF = Genentech Access to Care Foundation

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## GATCF



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## Genentech Access to Care Foundation

### GATCF Mission:

- Genentech is committed to making sure price is not a barrier to access for patients.
- The vast majority of patients who receive treatment with Genentech medicines have insurance that covers the cost of their treatment.
- Genentech supports programs for eligible patients treated for approved indications in the United States who do not have insurance or who need assistance with insurance reimbursement.

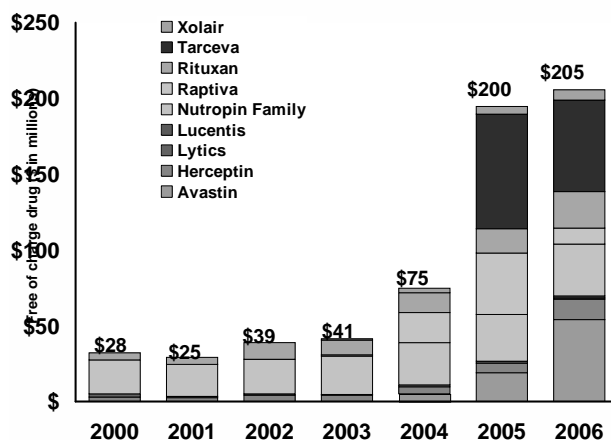
In 2006, GATCF assisted 14,000 patients with \$205 million of donated product.

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## GATCF: 14,000 Patients Helped in 2006

GATCF Product Amount (14,000 Patients in 2006)



- More than 20 years of experience providing Genentech's products to eligible patients who are uninsured or denied by payers
- GATCF income eligibility set at \$75,000 for most products
- 88% of BioOncology cases processed within 24 hours

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GATCF = Genentech Access to Care Foundation

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# Co-Pay Referral Support



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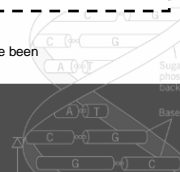
## Genentech's Support for Patient Access

- Since 2005, Genentech has donated approximately **\$90 million** to IPCs across all disease states for which we provide treatment options\*
- Since 2005, approximately **24,000** patients have been referred by SPOC to independent co-pay organizations for co-pay assistance\*\*
- In 2006, over **18,500** patients were approved for co-pay assistance within the disease state areas that Genentech supports along with other biotech and pharmaceutical manufacturer donors

\*Except lytics; donations in 2006

\*\* Note that we have no way of knowing how many of the approximately 14,000 patients SPOC referred may have been approved as part of the X approved IPC patients.

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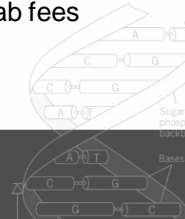
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## COMMITMENT TO EDUCATION

- Community College Programs
- Philanthropic Giving
  - Genentech Foundation for Biomedical Sciences established in 2002
  - 76% of Foundation giving goes to K-16 education
- Tuition Assistance Program
  - up to \$10,000 per calendar year for tuition, mandatory registration fees, required books and required lab fees

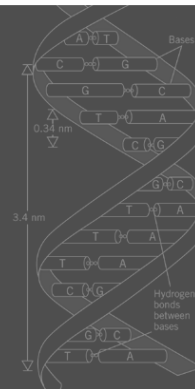
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## Award-Winning Bio-Manufacturing Workforce Partnerships

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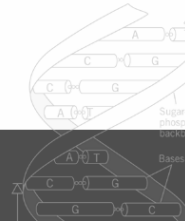


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## PROGRAM OVERVIEW

- Concept began in mid 1990's at Solano Community College in anticipation of Vacaville facility
- Worked with a professor design bio-manufacturing curriculum to train students to work at Genentech and other biotechnology manufacturing facilities in the area
- No other program existed
- Program since replicated in numerous community colleges in California and other states

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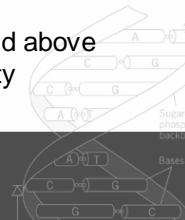


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## SKYLINE/OHLONE PROGRAM

- Following the tragedy of 9/11, created to assist displaced airline workers
- Partnership with Center for Workforce Development, San Mateo County Workforce Investment Board, San Mateo Labor Council
- Developed curriculum for a bio-manufacturing certificate program
- Designed to prepare students with transferable skills from other occupations for entry-level positions in biotech industry
- Course instruction includes basic biology, bio-manufacturing, chemistry, and introduction to biotechnology careers
- Leading to employment at wages of \$35,000/year and above
- Includes continuing education opportunities for faculty
- Expanded to Ohlone CC in 2004

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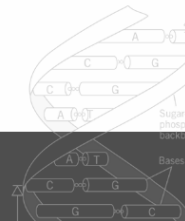


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## OHLONE/SKYLINE RESULTS

- 350 students
- 95% Graduation rate

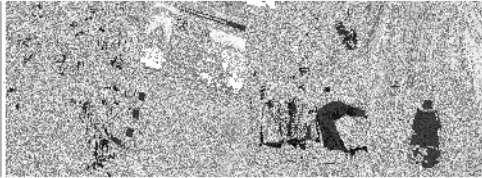
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Pioneering science delivers vital medicines™



## Amgen in the Community

**Peggy Kraus**

**Sr. Manager**

**Amgen Fremont**

## Safe Harbor Statement

This presentation contains forward-looking statements that are based on management's current expectations and beliefs and are subject to a number of risks, uncertainties and assumptions that could cause actual results to differ materially from those described. All statements, other than statements of historical fact, are statements that could be deemed forward-looking statements, including estimates of revenues, operating margins, capital expenditures, cash, other financial metrics, expected legal, arbitration, political, regulatory or clinical results or practices, customer and prescriber patterns or practices, reimbursement activities and outcomes and other such estimates and results. Forward-looking statements involve significant risks and uncertainties, including those discussed below and more fully described in the Securities and Exchange Commission (SEC) reports filed by Amgen, including Amgen's most recent annual report on Form 10-K and most recent periodic reports on Form 10-Q and Form 8-K. Please refer to Amgen's most recent Forms 10-K, 10-Q and 8-K for additional information on the uncertainties and risk factors related to our business. Unless otherwise noted, Amgen is providing this information as of January 25, 2007 and expressly disclaims any duty to update information contained in this presentation.

No forward-looking statement can be guaranteed and actual results may differ materially from those we project. The Company's results may be affected by our ability to successfully market both new and existing products domestically and internationally, clinical and regulatory developments (domestic or foreign) involving current and future products, sales growth of recently launched products, competition from other products (domestic or foreign), difficulties or delays in manufacturing our products. In addition, sales of our products are affected by reimbursement policies imposed by third-party payors, including governments, private insurance plans and managed care providers and may be affected by regulatory, clinical and guideline developments and domestic and international trends toward managed care and health care cost containment as well as U.S. legislation affecting pharmaceutical pricing and reimbursement. Government and others' regulations and reimbursement policies may affect the development, usage and pricing of our products. Furthermore, our research, testing, pricing, marketing and other operations are subject to extensive regulation by domestic and foreign government regulatory authorities. We or others could identify safety, side effects or manufacturing problems with our products after they are on the market. Our business may be impacted by government investigations, litigation and products liability claims. Further, while we routinely obtain patents for our products and technology, the protection offered by our patents and patent applications may be challenged, invalidated or circumvented by our competitors. We depend on third parties for a significant portion of our manufacturing capacity for the supply of certain of our current and future products and limits on supply may constrain sales of certain of our current products and product candidate development. In addition, we compete with other companies with respect to some of our marketed products as well as for the discovery and development of new products. Discovery or identification of new product candidates cannot be guaranteed and movement from concept to product is uncertain; consequently, there can be no guarantee that any particular product candidate will be successful and become a commercial product. Further, some raw materials, medical devices and component parts for our products are supplied by sole third-party suppliers.

This presentation includes GAAP and non-GAAP financial measures. In accordance with the requirements of SEC Regulation G, reconciliations between these two measures, if these slides are in hardcopy, accompany the hardcopy presentation or, if these slides are delivered electronically, are available on the Company's website at [www.amgen.com](http://www.amgen.com) within the Investors section.

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## Our Mission...

*...to serve patients*



**Enbrel®**  
(etanercept)



**EPOGEN®**  
(Epoetin alfa)  
**Aranesp®**  
(Darbepoetin alfa)  
**Sensipar®**  
(cinacalcet HCL)



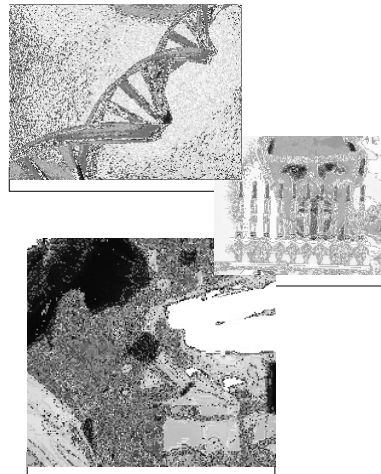
**Vectibix™**  
(panitumumab)

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## Amgen: A Biotechnology Pioneer

- Founded in 1980, Amgen was one of the first biotechnology companies to successfully discover, develop and make protein-based medicines
- Today, we're leading the industry in its next wave of innovation by:
  - Developing therapies in multiple modalities
  - Driving cutting-edge research and development
  - Continuing to advance the science of biotechnological manufacturing



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## Amgen's Business at a Glance

2006		Markets
Revenue	\$14.3 B	Oncology
Staff	20,100	Nephrology
R&D Investment	\$3.2 B	Inflammation

### Locations



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## Our Values Drive Our Success

### Amgen Values

- Be science-based
- Compete intensely and win
- Create value for patients, staff, and stockholders
- Be ethical
- Trust and respect each other
- Ensure quality
- Work in teams
- Collaborate, communicate, and be accountable



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**AMGEN**

## Our Medicines Bring the Benefits of Science to Millions of Patients

**EPOGEN<sup>®</sup>**  
(EPOETIN ALFA)  
ECOMED



**NEUPOGEN<sup>®</sup>**  
(FILGRASTIM)



**Aranesp<sup>®</sup>**  
(darbepoetin alfa)



**Neulasta<sup>®</sup>**  
(pegfilgrastim)



**Kineret<sup>®</sup>**  
(anakinra)



For additional information about Amgen products,  
please see [www.amgen.com](http://www.amgen.com)



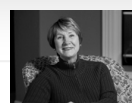
**Enbrel<sup>®</sup>**  
etanercept



**Sensipar<sup>®</sup>**  
(cinacalcet HCl) Tablets  
30mg, 60mg, 90mg



**Kepivance<sup>®</sup>**  
(palifermin)



**Vectibix<sup>®</sup>**  
(panitumumab)

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## Research and Development at Amgen

### Guiding Principles

- Focus on serious illness
- Be modality independent
- Assess efficacy in patients
- Seamless integration from research through commercialization

### R&D Therapeutic Areas

- Inflammation
- Oncology
- Hematology
- Metabolic and bone disease
- Neuroscience



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## A Leader in Biotechnology Manufacturing



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## Amgen Is Investing in the Community

### *California Contributions Include:*

- Bay Area Biotechnology Education Consortium
- Mentor LA
- California Healthcare Interpreters Association
- City Year Los Angeles
- School on Wheels
- Habitat for Humanity
- KQED
- Numerous grants to hospitals, universities and patient groups



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## Amgen's Philanthropy

- **Corporate giving**
  - Grants to hospitals, universities, and patient groups
  - Fellowship opportunities
  - Cash donations
  - Product and equipment donations
- **Amgen Foundation**
  - Founded in 1991; more than \$85 million in contributions to date
  - Three areas of focus
    - Science education
    - Quality of care and access for patients
    - Community life
  - Staff Involvement Programs
    - Amgen Staff Volunteer Program
    - Amgen Foundation Matching Gift Program
    - Disaster Relief Program
- **Amgen Award for Science Teaching Excellence**



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## Amgen Foundation Support for Science Education

### Select programs

- **Amgen Scholars Program**
- **Teach for America**
- **Amgen Bruce Wallace Biotechnology Lab Program**
- **National Science Teachers Association**



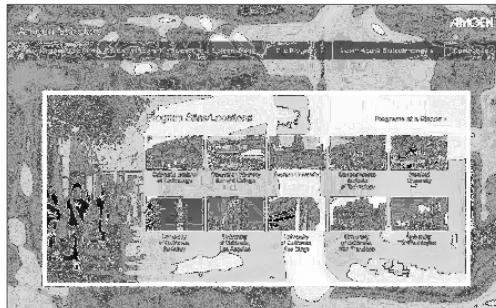
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## Amgen Scholars: An Undergraduate Summer Research Program in Science & Biotechnology

### Amgen Scholars:

- Is a \$25 million, eight-year program.
- Provides pivotal hands-on research experiences and networking opportunities for undergraduates from across the nation.
- Supports the participation of over 250 Amgen Scholars each year in the summer research program for a total of at least 1,000 students by 2010.
- Hosts a mid-summer symposium where students hear firsthand from leading scientists from industry and academia, as well as network with other Amgen Scholars from across the country.
- Offers financial support for Amgen Scholars, so that financial status is not a barrier to participation.



#### Current Summer Program Sites

California Institute of Technology	University of California, Berkeley
Columbia University/Barnard College	University of California, Los Angeles
Howard University	University of California, San Diego
Massachusetts Institute of Technology	University of California, San Francisco
Stanford University	University of Washington

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## Amgen Continues to Partner in other Educational and Training Initiatives

- Ohlone College
- WIB – Workforce Investment Board
- Exploratorium

**Amgen is committed to being an active, contributing member of the community**

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## Mentor LA Grant Supports New Model for Urban Public High Schools



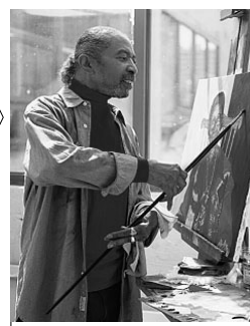
Mentor LA / West Adams Prep:

- MLA is a nonprofit organization working to improve schools and empower neighborhoods in some of the most underserved communities in Los Angeles
- A 3-year, \$4 million commitment to advance a new model of high performance public schooling
- Private and public sector work together through a shared leadership structure
- West Adams Prep, an MLA partner school with LAUSD, opened in September 2007 in South L.A. and serves 2500 students from the surrounding neighborhood

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## Pioneering Science Delivers Vital Medicines



For more information, visit [www.amgen.com](http://www.amgen.com)

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**CELL GENESYS**

*Changing the Future of Oncology®*

Joint Hearing of the Assembly & Senate  
Select Committees on Biotechnology  
October 29, 2007

South San Francisco



CELL GENESYS



**CGI Manufacturing Facility**

Hayward



## Cell Culture Suites



## Memphis, Tennessee



## Cell Genesys Product Portfolio

*Two biological therapy platforms*

	PRECLINICAL	PHASE 1	PHASE 2	PHASE 3
<b>GVAX IMMUNOTHERAPIES</b>				
PROSTATE CANCER				
PANCREATIC CANCER				
LEUKEMIA (ACUTE/CHRONIC)				
<b>ONCOLYTIC VIRUS THERAPIES</b>				
CG0070 (BLADDER CANCER)				
CG5757 (MULTIPLE)				



## Company Initiatives and Outreach

### Challenges for a Small Company

- \* No product revenues
- \* Resources focused on clinical trials
- \* One person department
- \* Everyone wears many hats
- \* Helyn's Hats
  - Community Relations
  - Medical Affairs and MSL Program
  - Patient Advocacy
  - Transportation Coordinator
  - Volunteer and Donations
  - Other



## Company Philanthropy

\$\$\$\$\$

- \* Previously financial donations made in all communities in which we operate.
- \* Currently no formal donations program
- \* Some targeted donations made
  - Recent donation to the San Mateo County Math and Science Initiative
- \* Donate use of company meeting rooms to non-profit organizations and community groups



## Community Initiatives

- \* Commitment to strengthening the communities where we live and operate through participation and leadership in charitable, education, civic, cultural and service initiatives.
- \* Focus on helping to find solutions to issues faced in the communities and regions in which we operate.
- \* Volunteer program – employees may volunteer 4 hours each month during work hours with pay.



## Cell Genesys in the Community

- \* Connections with communities
- \* Connections with education
- \* Connections with patient advocacy groups





## Connection with our communities

- \* South San Francisco Chamber of Commerce Board of Director
  - Education initiatives
  - Engagement with civic leaders
- \* Hayward Chamber of Commerce Board of Directors
  - Active Government Relations Committee
  - Convened unique group to address public school issues – including district superintendent and staff, mayor, city manager, school board members, Chamber Board members
- \* Memphis Regional Chamber of Commerce
  - Memphis and Tennessee Biotech Initiatives



## Connections with Education

- \* K-12 Public Schools
  - Financial donations
  - Art contest
  - Mayor's biotech initiative in SSF
  - Donation to San Mateo County Math and Science Initiative
  - Recent San Mateo High School tour/visit
- \* Community Colleges
  - BIOMaps – high school tours
  - Curriculum development – College of San Mateo Instrumentation Program
  - Interns in Hayward



## Workforce Development

- \* San Mateo County Workforce Investment Board
  - Business Services Committee Chair
  - Executive Committee
- \* San Mateo County Blue Ribbon Task Force on Development of the Biotech Workforce
  - Co-Chair with Supervisor Mark Church
- \* BayBio Institute Board Member



Helyn Dahle

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Community Relations

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